FEDERAL PUBLIC SERVICE COMMISSION

COMPETITIVE EXAMINATION-2024 FOR RECRUITMENT

TO POSTS IN BS-17 UNDER THE FEDERAL GOVERNMENT

Roll Number

JOURNALISM AND MASS COMUNICATION

TIME ALLOWED: THREE HOURS **PART-I(MCQS): MAXIMUM 30 MINUTES**	**PART-I (MCQS) MAXIMUM MARKS = 20** **PART-II MAXIMUM MARKS = 80**

NOTE: (i) **Part-II** is to be attempted on the separate **Answer Book.**

(ii) Attempt **ONLY FOUR** questions from **PART-II. ALL** questions carry **EQUAL** marks.

(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.

(iv) Candidate must write Q. No. in the Answer Book in accordance with Q. No. in the Q. Paper.

(v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.

(vi) Extra attempt of any question or any part of the attempted question will not be considered.

ZICOSH

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TIME ALLOWED: THREE HOURS	(PART-I MCQs)	MAXIMUM MARKS: 20
PART-I (MCQs) : MAXIMUM 30 MINUTES	(PART-II)	MAXIMUM MARKS: 80

NOTE: (i) First attempt **PART-I (MCQs)** on separate **OMR Answer Sheet** which shall be taken back after **30 minutes.**
(ii) Overwriting/cutting of the options/answers will not be given credit.
(iii) There is **no negative** marking. All MCQs must be attempted.

PART-I (MCQs)(COMPULSORY)

Q.1. (i) Select the best option/answer and fill in the appropriate Box ■ on the **OMR Answer Sheet.(20x1=20)**
(ii) Answers given anywhere else, other than OMR Answer Sheet, will not be considered.

1. **What defines Soft News?**
(A) News that prioritizes subjective viewpoints over objective facts
(B) News intended to entertain or captivate audiences
(C) News disseminated primarily through online platforms rather than traditional print media
(D) Columns offering guidance or recommendations

2. **Hypodermic needle model is also known as Magic bullet theory?**
(A) True (B) False (C) May be (D) None of these

3. **Which theory is associated with the concept of Mean World Syndrome?**
(A) Agenda setting Theory (B) Cultivation Theory (C) Propaganda theory (D) None of these

4. **The Spiral of Silence theory, proposed by a German scientist, originated in the context of:**
(A) True - World War II's impact on public opinion suppression
(B) False - Unrelated to the events of World War II
(C) May be - Partially associated with World War II (D) None of these

5. **Cultural accommodation is when one culture _____ another culture.**
(A) Integrates into (B) Opposes (C) Loses itself in (D) None of these

6. **What is Libel?**
(A) Publishing a false statement that damages someone's reputation (B) A tendency to do something wrong
(C) Publishing private information about a person (D) None of these

7. **Which of the following organizations does not handle the globalization process?**
(A) World Bank (B) IMF (C) Asian Bank (D) None of these

8. **What is Hard News?**
(A) News that is hard to verify (B) News that's based on opinions, not facts
(C) News that affects an entire group of people (D) None of these

9. **Globalization results in:**
(A) Lesser competition among producers (B) Greater competition among producers
(C) No change in competition among producers (D) None of these

10. **Who founded the Dawn newspaper, one of Pakistan's oldest and most widely read English-language newspaper?**
(A) Chaudhary Rehmat Ali (B) Mohammed Ali Jinnah (C) Sir Syed Ahmad Khan (D) None of these

11. **What is meant by the digital divide?**
(A) The digital divide is about the speed of internet access.
(B) The digital divide is about the ability to access technology.
(C) Gulf between those who have ready access to computers and the internet, and those who do not.
(D) None of These.

12. **Current Pakistani newspaper with highest current circulation is:**
(A) Pakistan Times (B) Pakistan Observer (C) The Nation (D) None of these

13. **What is the primary characteristic of user-generated content (UGC) in digital media?**
(A) Content created by professional journalists (B) Content produced by media corporations
(C) Content generated and shared by users (D) None of these

14. **Which social media platform is primarily focused on professional networking and career development?**
(A) Facebook (B) Instagram (C) Tiktok (D) None of these

15. **Which Pakistani journalist and author won the Pulitzer Prize for coverage of the war in Bosnia and Herzegovina in the 1990s?**
(A) Ms. Asma Shirazi (B) Mr. Ahmed Rashid (C) Mr. Shakilur Rahman (D) None of these

16. **What is the primary role of PEMRA in Pakistan?**
(A) Promoting government propaganda through media outlets
(B) Regulating and licensing electronic media to ensure responsible content
(C) Encouraging media outlets to broadcast without any restrictions (D) None of these

PART-II

Q1. To what extent does the Magic Bullet theory retain relevance in the context of the digital social age? Provide supporting examples to illustrate its applicability or limitations in today's media landscape.

Q2. Assess the current state of Freedom of Expression in Pakistan, outlining the primary challenges it faces, Explore the potential societal impacts of these challenges on Pakistan's future and propose measures to address these concerns.

Q3. Critically examine the impact of cultural imperialism on contemporary communication practices globally. Discuss how dominant cultures influences the communication landscape and assess its effects on preserving cultural diversity and indigenous identities?

Q4. What is the significance of Public Relations departments for both Government and Private organizations? Provide examples.

Q5. Describe the importance of Development Support Communication in Pakistan's progress. Discuss its methods, difficulties, and share examples.

Q6. What ethical issues do media professionals face in the digital age? Offer solutions to maintain ethical standards in digital media age for media professionals.

Q7. Write note on any two of the following:

Digital Divide and Access to Information

Fake News and Disinformation

Two step flow model

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